

Launch of lomega loclub Reaps Rewards for Nettec & ICLP

Submitted by: Nettec

Wednesday, 29 May 2002

Launch of lomega loclub Reaps Rewards for Nettec & ICLP

Nettec, the content-managed corporate portals specialist in conjunction with their partner of choice ICLP, International Customer Loyalty Programmes, the global loyalty marketing company today, 29th May 2002 announce the launch of a major pan European Extranet for lomega, the major peripherals and storage device manufacturers. The lomega reward programme has been developed from a unique combination of Nettec's content management & technology knowledge and expertise and ICLP's loyalty marketing skills. loclub, as it is known, is a brand new partner programme designed to strengthen relationships with lomega's reseller channel partners providing them with valuable marketing tools, services and rewards to help them build their businesses. The programme has launched in Germany, France, UK, Italy, Spain, Holland, Belgium, and Switzerland with other countries to follow throughout the year.

Romain Cholat, Channel Marketing Director for lomega commented, "We are delighted with the programme and the positive reaction from the Channel. The rewards based programme enables lomega to easily manage complex transactional information and also provides critical support for thousands of resellers across the continent. It is very easy to use and acts as an incentive: the more resellers' sell, the more they earn - everyone wins. Resellers can redeem their points for off-the-shelf and customised marketing activities and personal incentives. Nettec and ICLP have worked hard in order to meet tight deadlines for the launch. They adeptly overcame the demanding challenge to seamlessly integrate lomega's existing channel database with ICLP's loyalty system within very short timeframes. The multi-language content management system was built using Macromedia Coldfusion.

The combination of Nettec's award winning reputation for delivering innovative pragmatic digital solutions built on the latest technology, and ICLP's authority as a world leader in Loyalty programmes, has produced for lomega what we consider to be one of the most strategic and productive investments we have made in technological solutions this year."

loclub allows lomega to develop closer and more fulfilling relationships with its resellers, and because the Nettec/ ICLP infrastructure is so flexible, it easily takes into account diverse regional and national differences. The ability to tailor rewards that recognise local market and cultural conditions means no one misses out and everyone can focus on their business objectives. Registered resellers can access a password protected website that contains everything they need to help them build their lomega business. This includes free use of marketing images training and events, latest product news and a dedicated online support resource.

The rewards include a Marketing shop with co-branded campaigns and a selection of customised marketing services. For personal rewards, resellers can even select vouchers for use at all major European department stores where they can choose whatever they want instead of having to choose from a limited catalogue.

ENDS

About lomega

Iomega Corporation provides easy-to-use, high value storage solutions to help people protect, secure, capture and share their digital valuables. Iomega's storage solutions include the popular Zip® 100MB and 250MB drives, high performance portable hard drives that feature capacities from 10GB to 30GB, external hard drives that will offer capacities from 40GB to 120GB, and external CD-RW drives. Iomega QuikSync™ automatic backup software and HotBurn® CD-recording software simplify data protection and sharing at home and in the workplace. For networks, Iomega's new line of NAS servers offers capacities of 120GB to 480GB. The Company can be reached at 1-888-4-IOMEGA (888-446-6342), or on the Web at <http://www.iomega.com>.

About Nettec

Nettec plc - <http://www.nettec.co.uk> (NTC: LSE) Nettec plc designs, builds and supports content-managed corporate portals. By partnering with the world's leading software companies, Nettec selects the optimum technology to deliver the most cost-effective business solution. Nettec's modular solutions, whether bespoke or off-the-shelf, can comprise content management, application integration, web services and application support. Nettec's award winning design and technical expertise encompasses web development, mobile communications, interactiveTV, J2EE and desktop technologies. A small selection of clients include: AXA Investment Managers, Deutsche Bank AG, First Choice Holidays plc, Interflora, News International plc, Superdrug and The Capita Group.

For further press information or photography, or to arrange an interview, please contact:

Sharon McKay - PR Manager
020 8255 4004 or 07748 156 921
Email: sharon.mckay@nettec.net
Or Email: contactus@nettec.net
Website: <http://www.nettec.net/>

About ICLP

ICLP are specialists in loyalty and relationship marketing products and services with an international presence and an impressive track record working with over 300 blue chip companies around the world. Established in the UK in 1987, the company has grown rapidly and now has a commanding worldwide presence. UK headquartered with four offices in London and Croydon and five offices worldwide - Dallas, Dubai, Hong Kong, Singapore and Sydney. Offers a wide portfolio containing loyalty software and systems, relationship marketing, call centres, enhancement products and interactive solutions. Can deliver a total service - providing fully integrated loyalty or 'a la carte' services.

Contact

Tony Clarke
ICLP Plc
5 Brighton Road
South Croydon, Surrey CR2 6EA, United Kingdom

Tel: +44 (0) 208 256 9043 (Direct Line)
Tel: +44 (0) 208 256 9035 (Switchboard)
E-mail: Tony.Clarke@iclpoyalty.com

Web:

<http://www.iclpoyalty.com>